

State Arts Agency Arts Education Managers &
State Education Agency Directors of Arts Education

2013 Professional Development Institute

September 16-18, 2013 Denver, Colorado



2013 Professional Development Institute Notes

[Agenda](#)

For more than 20 years, the National Endowment for the Arts (NEA) and the National Assembly of State Arts Agencies (NASAA) have supported an annual Professional Development Institute (PDI) for state arts agency arts education managers.

The 2013 PDI was a joint convening, expanded to offer shared learning experiences for both state arts agency staff and state education agency arts education representatives. This year's session marked the first joint PDI with the State Education Agency Directors of Arts Education (SEADAE). The 2013 PDI was convened September 16 -18, 2013 in Denver, Colorado, with support from our host state arts agency, [Colorado Creative Industries](#).

This document summarizes the PDI and recaps highlights of what was learned during our time together.

PDI Objectives

The focus of this year's PDI was to explore ways to use the principles of collective impact to position state arts education leaders as drivers of change (see [agenda](#) and [speakers](#)).

Participants engaged in sessions that explored the following goals:

- Acquire new skills and learn best practices to leverage our work for strategic impact.
- Activate existing networks and employ innovative approaches for collective action.

Two articles guided the development of the PDI content. In preparation for the PDI, all participants were encouraged to read these articles to deepen their understanding of the PDI sessions:

[Collective Impact](#)

John Kania and Mark Kramer

Stanford Social Innovation Review, Winter 2011

[Disseminating Orphan Innovations](#)

By Susan H. Evans and Peter Clark
Stanford Social Innovation Review, Winter 2011

Optional additional reading:

[Choosing the Wrong Drivers for Whole System Reform](#)

By Michael Fullan
Centre for Strategic Education, May 2011

[Of Wicked Problems and Design Thinking](#) (approx. 15-min. video)

By Malcolm Brown
Ideas that Matter, New Media Consortium, August 1, 2012

Monday, September 16

PDI attendees were welcomed to the event at [RedLine](#), where we heard from Sheila Sears, arts education program manager, Colorado Creative Industries; PJ D'Amico, executive director of RedLine; and Mary Louise Lee, First Lady of Denver. Participants were able to view the exhibition and visit with resident artists.

The opening dinner took place at [Wonderbound](#). We were welcomed into the venue by El Mariachi Juvenil de Bryant Webster. Participants were officially welcomed to the 2013 PDI by Margaret Hunt, executive director, Colorado Creative Industries. Guest speakers at dinner included: Garrett Ammon, artistic director, Ballet Nouveau Colorado; Karol Gates, arts content specialist, Colorado Department of Education; and Colorado State Board of Education member Elaine Gantz Berman. Wonderbound presented an excerpt from *Memories and Well Grounded Hopes*, choreographed by Ammon, featuring all new music by the klezmer fusion band Hal Aqua and The Lost Tribe.

After the performance, Ayanna Hudson, director of arts education, National Endowment for the Arts, delivered the first half of a two-part keynote address. Her Monday evening remarks described her professional journey from solitary effort to collective impact. Hudson noted that the through line connecting all of her experiences leading up to the present day is a dedication to ensuring every student in this country has access to a high-quality arts education, something which no individual acting alone can achieve. She spoke about the need to work together and collaborate with one another to ensure students have access to high-quality arts education.

Tuesday, September 17

The Art District on Santa Fe provided an enriching setting for sessions occurring on Tuesday, which began at [Su Teatro](#) for the second part of Hudson's keynote address, *Collective Impact: What It Is and How It Can Effect Systemic Change to*

Create Equity and Access to Arts Education for All Youth. View the archived recording of [Hudson's address and the video chat](#).

Hudson began part two of her keynote presentation by talking about the "big, hairy, wicked problem": the need for equal access to quality arts education for all students across the country. She spoke about how the NEA has been examining both regional and statewide initiatives that have made significant impacts in arts education. The NEA learned that these programs have common building blocks of change: strong, diverse teams working strategically to empower the initiatives to move forward and become sustainable.

Following Hudson's keynote was the Model Examples of Cross-Sector Collaborations, Alternative Ways to Leverage Investments, and Creative Uses of Research and Data panel, moderated by Sandra Ruppert, director of the Arts Education Partnership (AEP). Panelists included:

- Christie Lynch Ebert, Section Chief, K-12 Program Areas, North Carolina Department of Public Instruction
- Banu Valladares, Arts in Education Director, North Carolina Arts Council
- John Epps, District Performing Arts Coordinator, Denver Public Schools
- Cherity Koepke, Director of Education & Community Engagement, Opera Colorado Young Artists
- Diana F. Green, Arts in Education Program Manager, Alabama State Council on the Arts

In the spirit of collective impact, the panelists described their local and/or statewide approaches to working with partners to deliver high quality arts education programs. All three models shared takeaways:

- Identify who needs to be at the table, and of those partners, who owns the parts of the vision? This needs to be defined to better utilize the strengths of each partner and to be strategic in how to drive the movement forward.
- All team member voices are important and must be included.
- Continuous, ongoing communication is essential.
- Cultivate relationships with legislative champions.
- If you're not sure how to get started, just ask. Start with someone you already know or learn who to talk to, and find out how to get moving.

You can view the archived recording of the panel and the archived video chat [here](#), and view [highlights from the Model Examples of Cross-Sector Collaborations, Alternative Ways to Leverage Investments, and Creative Uses of Research and Data Panel](#).

On Tuesday afternoon, PDI participants broke out in regions to discuss the five elements of collective impact, how the principles of collective impact can be applied in states, where collective impact models are currently happening within their

regions, and how our work may already align or could align with the NEA's arts in education goals.

Each group used its own process for discussing existing work that aligned with the NEA's arts in education goals, and the following prompts were also provided by the group facilitators:

- What defines us as leaders in the field of arts education?
- How do we encourage and develop cross-sector networks and collaborations in our communities for collective impact?
- Do we leverage investments for deeper impact locally, statewide and nationally? If so, how?
- How do we develop shared goals and measures with partners to systematically collect data and conduct research to leverage change?

All of the participants came together for the closing session about the [National Core Arts Standards](#). Lynn Tuttle, arts education director, Arizona Department of Education and SEADAE president, presented an overview and update on the revision and launch of the new standards. Highlights included a look at the [framework](#), up-to-date information on the work of the writing teams and the results of the public draft reviews. Tuttle prompted the participants to answer questions about their states' position regarding the new standards. She then organized small breakout groups based on the participants' answers. Breakout group discussions varied on the following positions:

- We will adopt the national standards exactly as they are.
- We will likely adopt, with some modification.
- At this time we don't know whether we will adopt or when.

Breakout groups discussed the policies affecting their states' position and brainstormed ways to partner on desired outcomes.

Wednesday, September 18

On the final day of the joint PDI, participants convened at the [McNichols Civic Center Building](#). Ruppert spoke to participants about supporting arts education with public policy. She began by reminding us that we often ask ourselves who is at our arts education table, but should recognize that there is another table we should be at as well, the education policy table. Specifically, we should ask what contributions the arts can make to broader education policy issues.

Current broad education reform trends across states include:

- Transitioning to higher learning expectations in what students should know and be able to do—the manifestation of this is the Common Core Standards.

- States asking the question, What does it look like when we put students at the center? and adopting methods of meeting personalized learning, such as on-line learning, extended learning and competency based education.

View the archived recording of [Ruppert's address and the video chat](#).

Following Ruppert's public policy address, Lynn Tuttle, education consultant for the arts, New Hampshire Department of Education, and Marcia McCaffrey, SEADAE president-elect, facilitated a SEADAE and arts managers' Visioning and Collective Action Planning Session. Using the following questions, participants began to craft a shared understanding of the current national landscape:

- What are the barriers that impede our collective action?
- What is excellent arts education? Who decides?
- What are the leverage points that lead to increasing access to excellent arts education?
- What's changing? (And what does that have to do with me and my job?)
- How do we work together to accomplish excellent arts education for every student?

View the notes from the [Visioning and Collective Action Planning Session](#).

Hudson delivered the PDI closing remarks. She summarized the content and discussions that occurred throughout the two days, reminding us again that to serve every student we have to effectively weave arts education into the fabric of schools, and that we cannot achieve that alone.

The 2013 joint PDI adjourned at 12:30 p.m. State arts agency arts education managers and state education agency directors of arts education held concurrent breakout sessions for their respective groups. Arts education managers gathered for regional lunches and state report-outs and closed with a reflection activity. SEADAE convened to hold their annual meeting.